

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Dana Borger, et al.

Application No.: 09/922,348

Confirmation No.: 7283

Filed: August 3, 2001

Art Unit: 2152

For: SYSTEMS, METHODS AND COMPUTER
PROGRAM PRODUCTS FOR INTEGRATING
ADVERTISING WITHIN WEB CONTENT

Examiner: D. Chankong

AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Madam:

INTRODUCTORY COMMENTS

This amendment is filed in reply to the Non-Final Office Action dated August 26, 2008, for which a response was due November 26, 2008. Applicants include with this response a Petition for Extension of Time pursuant to 37 C.F.R. § 1.136(a) for three months to extend the deadline to file this response to February 26, 2009, please amend the above-identified U.S. patent application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 15 of this paper.